



S P E Y

GÀIDHLIG AIG SPEY
GAELIC AT SPEY

July 2021

MU SPEY WE ARE SPEY

SPEY IS A PROUDLY INDEPENDENT AND FULLY INTEGRATED COMMUNICATIONS AGENCY DELIVERING PR, MARKETING, DIGITAL AND CONTENT SERVICES FROM OUR HQ IN SPEYSIDE, SUPPORTED BY OUR SECOND OFFICE IN THE HISTORIC PORT OF LEITH.

WE HAVE A SIMPLE BUT IMPORTANT GOAL: TO DELIVER THE MOST CREATIVE AND EFFECTIVE COMMUNICATIONS FOR OUR CLIENTS.

SMALL AGENCY OF THE YEAR 2021 PRCA DARE AWARDS
TEAM CULTURE & COMMUNITY AWARD 2021 PRCA DARE AWARDS
BOUTIQUE AGENCY OF THE YEAR 2020 PR MOMENTS AWARDS
BEST GLOBAL PR AGENCY IN WHISKY 2020 WHISKY MAGAZINE

GÀIDHLIG AIG SPEY GAEELIC AT SPEY

At SPEY, we recognise that Gaelic is an integral part of Scotland's heritage, culture and identity.

A first of its kind, our Gaelic communications service offers integrated communication services through the medium of Gaelic and, in the process, helps to raise the awareness and status of the Gaelic language in Scotland and further afield.

Providing businesses and organisations with bilingual communication campaigns and materials not only helps the language have a sustainable future but also makes it easier to be part of the vibrant Gaelic media landscape.

For brands already incorporating Gaelic language and culture, we can work with you to deliver creative and effective bilingual communications to reach and engage with your audiences.

We can also advise you if you are looking to integrate Gaelic into your brand for the first time. We have a skilled team of Gaelic-speaking professionals who can advise on strategy and communications to help you connect with new audiences and build a unique, authentic brand experience.



AR SEIRBHISEAN

OUR SERVICES



RO-INNLEACHD CHRUTHACHAIL

CREATIVE STRATEGY

Helping brands become more effective and create a point of difference is what we do. Whether you need transformational brand strategy for your communications, digital experiences or more valuable relationships with your customers – we are ready.



LUCHD-BUAIDH

INFLUENCERS

We marry rigorous audience analytics with artful co-created content that is relevant to influencers' loyal fans. Whether “macro” or “micro”, we work with a global network of influencers that are relevant and credible voices not just for millennials and GenZ but baby boomers, too.



DÀIMH POBLACH

PUBLIC RELATIONS

The cornerstone of our services. Whether you are a consumer or a business, PR today has to be both print and digital-ready. We're skilled across the board, allowing us to project your brand to the media across the world and importantly, the Gaelic media in Scotland.



SUSBAINT

CONTENT

Our agile production team are experts in fully developed brand identity, campaign collateral, website design and email marketing. We work with a talented network of creatives predominantly across the Highlands and Islands to bring our clients' stories to life and deliver on their strategy.



MEADHANAN SÒISEALTA

SOCIAL MEDIA

We know how to create highly shareable content and meaningfully connect with your target audiences from channel management to content creation and strategy across paid and earned media. Working seamlessly with our PR and creative teams, we deliver integrated bi-lingual or Gaelic exclusive campaigns that are talked about for the right reasons.



EÒLASAN

EXPERIENTIAL

Creating one-of-a-kind Gaelic or bilingual experiences that enable brands to have deeper engagements with consumers and media. From product launches to immersive high footfall experiences, we create brand experiences that are unforgettable.

CONALTRADH GÀIDHLIG ANNS A' GHNIOMHACHAS AGAIBH

WHAT GAELIC COMMUNICATIONS CAN BRING TO YOUR BUSINESS

GAELIC IS STILL WIDELY SPOKEN ACROSS SCOTLAND AND INDEED BY THE DIASPORA OF GAELIC SPEAKERS WORLDWIDE. WITH 560,000 NEW LEARNERS OF THE LANGUAGE THROUGH POPULAR LANGUAGE-LEARNING APP DUOLINGO, THERE IS A KEEN GLOBAL APPETITE FOR LEARNING MORE ABOUT THE LANGUAGE AND ITS RICH CULTURE.

Recent interest in the revitalisation of the language has seen an increase in Gaelic being used across the media landscape. With popular television shows such as historical drama Outlander bringing awareness of Gaelic to the masses, it has become a key asset in creating an authentic experience for those visiting Scotland.

Gaelic has not only got its place in the media landscape but in Scotland's natural landscape, too. With strong connections to most areas in Scotland, you are probably aware of Scottish towns and cities whose names have Gaelic origin. Indeed, the business landscape is no different with

many businesses opting for Gaelic or Gaelic-inspired names for their brands or products. This trend can be seen in a variety of sectors including hospitality, tourism, skincare and food and drink.

In an increasingly competitive global market, it is vital that Scottish brands offer their consumers a memorable, authentic and unique experience. Gaelic, both the language and elements of its rich culture, can help you create a uniquely authentic sense of place for your business.

FIOSRACHADH MU GHÀIDHLIG

FACTS ABOUT GAELIC

- FIGURES FROM THE 2011 CENSUS SHOW THAT 87,000 PEOPLE IN SCOTLAND HAVE SOME GAELIC LANGUAGE SKILLS
- 70% OF BUSINESSES INTERVIEWED BY HIGHLANDS AND ISLANDS ENTERPRISE AGREED THAT GAELIC IS AN ASSET TO THEIR BUSINESS
- IT IS SUGGESTED THAT THE GAELIC LANGUAGE CONTRIBUTES £82-£149 MILLION TO THE ECONOMY EVERY YEAR
- ACCORDING TO VISITSCOTLAND, 51% OF PEOPLE VISITING SCOTLAND WERE INTERESTED IN GAELIC OR GAELIC CULTURE, AND WOULD LIKE TO FIND OUT MORE

CONALTRADH GÀIDHLIG ANNS A' GHNIOMHACHAS AGAIBH

WHAT GAELIC COMMUNICATIONS CAN BRING TO YOUR BUSINESS

- **BROADEN THE REACH OF YOUR COMMUNICATIONS WITH GAELIC, WHICH IS WIDELY SPOKEN ACROSS SCOTLAND AND BY A DIASPORA OF GAELIC SPEAKERS WORLDWIDE.**
- **WITH GAELIC-INSPIRED NAMES FOR PRODUCTS AND BRANDS INCREASINGLY POPULAR, HARNESS THE LANGUAGE AND CULTURE TO CREATE AN AUTHENTIC SENSE OF PLACE FOR YOUR BUSINESS.**
- **BUILD ON THE STRONG PUBLIC APPETITE FOR LEARNING ABOUT THE LANGUAGE AND CULTURE, IT'S ESTIMATED THAT 560,000 PEOPLE ARE CURRENTLY LEARNING GAELIC USING APPS LIKE DUOLINGO.**

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MA THA ÙIDH AGAIBH ANN A BHITH A' CLEACHDADH GÀIDHLIG MAR PHÀIRT DEN CHONALTRADH AGAIBH, CUIRIBH FIOS THUGAINN.

IF YOU'RE A BUSINESS INTERESTED IN USING GAELIC AS PART OF YOUR COMMUNICATIONS, PLEASE GET IN TOUCH.

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@WeAreSpey

